

# ARE YOU

# COLLEGE READY?

## What is Business?

How entrepreneurial are you? Could you be the next Mark Zuckerberg or Steve Jobs? In simple terms a Business is a group of people who work together to sell products or services through marketing and hopefully make a profit. You will learn the language and terminology of business, how to determine if a business idea could be successful and most importantly the skills to run a successful business.



## Research to help you with your course next year



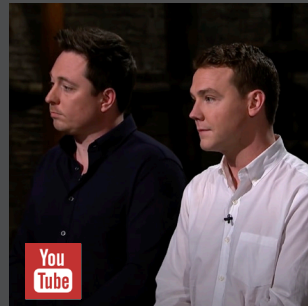
Watch the following videos from YouTube:



REGGAE REGGAE SAUCE  
CATCHUP - DRAGON'S DEN



TRUNKI ON DRAGON'S DEN



DRAGONS FIGHT OVER JAW-  
DROPPING MULTI-MILLION POUND  
BUSINESS | DRAGON'S DEN - BBC



HOW TO WRITE A BUSINESS  
PLAN TO START YOUR OWN  
BUSINESS

Use these websites to help you with the tasks below and develop your understanding of the sector:

[www.gov.uk](http://www.gov.uk)

[www.which.co.uk](http://www.which.co.uk)

[www.businesslink.org.uk](http://www.businesslink.org.uk)

[www.stockport-bic.co.uk](http://www.stockport-bic.co.uk)

## College Ready Tasks



### TASK 1

Use the websites above to find out the current rates of Income Tax, National Insurance, Personal Allowance and VAT. Then give a definition for each.



### TASK 2

Create a PowerPoint Presentation to pitch for a new product or service on Dragons Den. Think about branding and marketing ideas, identify a unique selling point, calculate some basic finance figures, and bring the ideas together through a presentation pitch.



### TASK 3

Create a Business Plan for your business idea which you could give to the potential investors.

Good luck with your tasks, enjoy your Summer and I look forward to welcoming you to Trafford College in September. Any questions please contact me on [lisa.cartwright@tcg.ac.uk](mailto:lisa.cartwright@tcg.ac.uk).

**Lisa Cartwright, Head of Studies**